

## SYSTEM AND METHOD TO PROVIDE ADDITIONAL INFORMATION ASSOCIATED WITH SELECTABLE DISPLAY AREAS

### ABSTRACT OF THE DISCLOSURE

A system and method to display additional information, such as advertising, associated with a  
5 selectable display area displayed within a scene of a video stream are disclosed herein. A video  
stream having a fixed sequence of scenes having one or more selectable display areas is provided to  
a display controller. The display controller, in one embodiment, displays the video content having  
the fixed sequence of scenes, along with the selectable display areas within one or more scenes of  
the fixed sequence of scenes, on a display device. A viewer can select a selectable display area from  
10 the display device to instruct the display controller to perform an action associated with the selected  
selectable display area. In one embodiment, visual indicators, such as borders around the selectable  
display areas or icons representing the selectable display areas, are implemented to assist the viewer  
in identifying the selectable display areas within a displayed scene of the video content. Actions to  
be performed can include the retrieval and/or display of information, such as text, the content of a  
15 website, a 2-D or 3-D image, an order form, a survey, a video clip, and the like. An action to be  
performed can also include retrieving and/or playing an audio clip. In one embodiment, information  
utilized to perform the action is embedded as a part of the video stream. In other embodiments, the  
utilized information is retrieved from an external data source, such as a networked data server. A  
system and method to embed data associated with the selectable display areas within a video stream  
20 are also disclosed herein.